MAPPING THE CUSTOMER EXPERIENCE MANAGEMENT STRATEGIES FOR CUSTOMER LOYALTY IN RETAIL HYPERMARKET JABODETABEK

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ABSTRACT

Today, competition in the global market has become increasingly difficult and and at the same time products and services provided by retail companies tend to be similar. So in such circumstances, customers expect not only satisfied with the products and services, but also the pursuit of the perfect shopping experience during the shopping process. The purpose of this study was to devise a customer experience management strategy at a hypermarket retailer Carrefour, Hypermart, Giant, and Lotte Mart. Both overall and per hypermarket retail chains that have the same character. The method used is Factor Analysis, Multi Dimension Scaling (MDS). The object of research is the hypermarket retail customers in Jakarta, Bogor, Depok, Tangerang and Bekasi to sample 360 people. The results of MDS mapping CEM variable per retail hypermarket retail hypermarket seen no one who is in the first quadrant in which the dimensions 1 and 2 positive namely Giant hypermarket retail. Tthere are three retail hypermarket located in quadrant 2 wherein the dimensions of 1 positive and 2 negative dimension namely retail Carrefour, Hypermart and Lotte Mart. In MDS can be classified Group 1 are the outlets; Group 1 are GPS (Giant Plaza Semanggi), CLB (Carrefour Lebak Bulus), CPH (Carrefour Permata Hijau) and HPV (Hypermart Pejaten Village) which leads to a positive value. While other outlets in group 2 are CCB (Carrefour Cibinong Bogor), GBT (Giant BSD Tangerang), GMD (Giant Margo city Depok), HPB (Hypermart Pondok Gede Bekasi), HJT (Hypermart JACC Thamrin), LRP (Lotte Mart Ratu Plaza), LKG (Lotte Mart Kelapa Gading), LF (Lotte Mart Fatmawati) have in common in the lower quadrant (negative).

Keywords: utilitarian shopping value, hedonic shopping value, customer experience management, customer satisfaction, customer loyalty

ABSTRAK

Persaingan saat ini di pasar global telah menjadi makin sulit dan pada saat yang sama produk dan layanan yang diberikan oleh perusahaan cenderung sama yaitu ritel hypermarket. Jadi dalam keadaan seperti itu, pelanggan mengharapkan tidak hanya puas dengan produk dan layanan, tetapi juga mengejar pengalaman belanja yang sempurna selama proses belanja. Penelitian bertujuan untuk merancang strategi manajemen pengalaman pelanggan di toko hypermarket Carrefour, Hypermart, Giant, dan Lotte Mart. Baik secara keseluruhan maupun per rantai ritel hypermarket yang memiliki karakter yang sama. Metode yang digunakan adalah Analisis Faktor, Multi Dimensi Scaling (MDS). Objek penelitian adalah pelanggan ritel hypermarket di Jakarta, Bogor, Depok, Tangerang dan Bekasi untuk sampel 360 orang. Hasil pemetaan MDS variabel CEM per retail hypermarket, dengan kuadran 1 dan 2 mempunyai dimensi positif adalah retail hypermarket Giant. Tiga retail hypermarket berada pada kuadran 1 positif dan 2 negatif yaitu Carrefour, Hypermart dan Lotte Mart. Berdasarkan hasil penelitian MDS dapat diklasifikasikan Grup 1 adalah outlet GPS (Giant Plaza Semanggi), CLB (Carrefour Lebak Bulus), CPH (Carrefour Permata Hijau) and HPV (Hypermart Pejaten Village) punya nilai positif. Group 2 adalah CCB (Carrefour Cibinong Bogor), GBT (Giant BSD Tangerang), GMD (Giant Margo city Depok), HPB (Hypermart Pondok Gede Bekasi), HJT (Hypermart JACC Thamrin), LRP (Lotte Mart Ratu Plaza), LKG (Lotte Mart Kelapa Gading), LF (Lotte Mart Fatmawati) nilai negatif.

Kata kunci: nilai belanja utilitarian, nilai belanja hedonik, manajemen pengalaman pelanggan, kepuasan pelanggggan, loyalitas pelanggan

INTRODUCTION

Currently, competition in the global market has become increasingly difficult and at the same time products and services provided by retail companies tend to be similar. So in such circumstances, customers expect not only satisfied with our products and services, but also the pursuit of the perfect shopping experience during the shopping process. The development of people's lifestyles are changing so fast these days and similar to the modern shopping trends, especially in the upper-income. The process of shopping is no longer just to buy the necessary products (utility) but also for recreational activities (hedonic). This has been a part in driving the development of the retail industry. These opportunities are capitalized by the retailer in the country with an aggressive expansion of the network their hypermarket retail outlets in Indonesia.

Despite this growing retail growth so fast, in reality, consumers often have a less satisfactory experience in the process of shopping in the retail industry in Indonesia. Whereas, in the competitive retail industry in Indonesia, especially retail hypermarkets, like Carrefour, Hypermart, Giant, and Lotte Mart that has been professionally managed, should be able to provide optimal service to its customers. In reality there are still many shortcomings in meeting customer satisfaction and customer loyalty in the retail shop hypermarket in Indonesia as in Miharja (2010). Looking at the trend of increased spending in retail hypermarket but on the other side of customer satisfaction and loyalty are also quite large. For this reason the author would like to see how the position hypermarket outlets in Greater Jakarta in serving customers in order to increase customer satisfaction and loyalty by making maps and hypermarket retail strategy in Greater Jakarta (Jabodetabek—Jakarta, Bogor, Depok, Tangerang, Bekasi). This research is expected to be a trigger to develop customer loyalty for the user of retail hypermarket in Jabodetabek.

The data used were data in 2013, assuming the data obtained from the customer experience ever shopped in retail Hypermarket (Carrefour, Giant, Hypermart, Lotte Mart) in Greater Jakarta, the estimated results can be representative of the overall response overall Hypermarket retail customers. Of the four retail hypermarket, 3 retail outlet samples are taken at random (random) and each outlet 30 customers. So taken the total number of respondents was 360 respondents. Answers from respondents will be in the rankings and will be processed in a Multi Dimention Scaling (MDS). From there, it will be mapped position of each retail hypermarkets and also from each retail outlet Hypermarket. From the result processed, this data will be input for hypermarket retailers and for further research. Field of science and quantitative analysis involved in this study include the fields of business statistics, management science, especially marketing management.

The researchers of customer experience revealed Customer Experience Management concept model with a size of eight indicators; they are social environment, service interfaces, retail atmosphere, assortment, price, customer experience in alternative channels, retail brand and customer experience (Verhoef et al., 2009). This article was written on the basis of a holistic research literature called "the scarcity of systematic scholarly research" that develops understanding of the Customer Experience Management concept.

This concept is also widely used by other researchers who examined the Customer Experience Management. The weakness of this study is yet to be proven applicable in a real world of retail businesses. However, the size of the indicators used by Verhoef et al. (2009) is inspiring and it can be used by researchers in entering a dimension of CEM indicator. While Puccinelli et al. (2009) revealed how the concept of CEM can improve customer satisfaction and retail performance. It is just that this study also only use research literature that are linked to consumer behavior with a psychological approach in the decision making process of consumers in the United States. This concept has not been proved applicable in the retail world (Puccinelli et al., 2009), this is how the concept of CEM can be

used in research in retail real world. It is also inspired to use this concept in the retail industry of CEM (Puccinelli et al., 2009) that reveals the importance of the use of marketing and financial strategies using the concept of Customer Experience Management in the retail industry in America.

CEM can have an impact on improving customer satisfaction, increasing purchase frequency, increasing customer spending, and could eventually create a retail company experienced gains. However Grewal, Levy, and Kumar (2009) used the concept Verhoef et al. (2009) and Puccinelli et al. (2009) in a research article, which based on the research literature. So the concept of CEM here has not been examined in accordance with the existing retail activities. In addition this paper is to view that the concept of CEM can be used as a draft strategy in the retail industry to win the competition (Grewal et al., 2009).

Yang and He (2011) revealed the experience that customers have a relationship and influence on customer intention in the retail industry in China. Yang and He (2011) used Structural Equation Model (SEM) with 300 retail consumers in China as respondent. Yang and He (2011) conducted an analysis tool Confirmatory Factor Analysis (CFA) to see the effect Utilitarian and Hedonic Goal Oriented Goal Oriented towards sensory experience, emotional experience, and social experience and its impact on purchase intentions.

A study conducted by Claeys and Roozen (2012), using "different constructing scenarios" methodology, tried to answer how to influence emotional and functional customer to customer experience and its impact on satisfaction, recommendation, and retail's customer loyalty in Brussels. The study was not a quantitative research and actual application that cannot directly visible. It was found that functional experience has a negative effect on satisfaction, loyalty, and recommendation (Claeys & Roozen, 2012). While the emotional experience has significant influence on satisfaction hedonic, loyalty, and recommendation.

The results were used to investigate quantitatively using Multi Dimensional Scaling (MDS) with a variable which is similar to this study. Results of the analysis of this study are expected to be the input to formulate a strategy for the evaluation of hypermarket retailers in Greater Jakarta. Only Claeys and Roozen (2012) did a research using SEM and did not create a mapping with CEM concept to retail in Brussels, so that less can be used by retailers as a strategy to be competitive in the retail industry in Brussels.

Research conducted by Wijaithammarit and Taechamaneestit (2012) revealed the influence of Customer Experience Management on customer affection and customer cognition and its impact on customer satisfaction and customer loyalty. Wijaithammarit and Taechamaneestit (2012) used Path Analysis and a sample 1200 respondents of retail customers in Thailand. The research found that all have a positive effect on customer affection between CEM as well as on customer cognition and also have an impact on customer satisfaction and customer loyalty.

Another study by Ceribeli, Merlo, Senesi, and Palau (2012) identified and compared main items that form part of the consumer experience and affect the retail consumer satisfaction in supermarkets in Brazil and Argentina in order to achieve a defined objective, the field survey. For data analysis, two multiple regressions were performed in which one for each group of individuals of the same nationality. It was observed the way of products arranged and displayed in the store, and the perception of quality, which are essential for both the Argentine and Brazilian consumers. It was also found that the physical appearance of the store environment is more appreciated by Brazilian consumers; while the prices, opening hours, and relationships with store employees are more important for Argentine consumers. This study showed that although both geographically adjacent countries and with the same culture, there is a significant difference between the behavior of consumers in Brazil and Argentina, which should be considered by the supermarket chains that operate or plan to operate in the countries of South America. The main managerial implications of this

research are the need for a supermarket retailer that operates in various countries in South America has to adjust their retail marketing mix to meet different consumer needs, to take into account the specific city associated with socio-economic and cultural contexts.

METHOD

This research described and explained the precise and clear position of the concept of Customer Experience Management strategy (CEM). Subject of this research is retail hypermarket in Indonesia, such as Carrefour, Hypermart, Giant, and Lotte Mart, while object of this research is customer in Greater Jakarta area from August 2013 to January 2014 (six months). This study used a quantitative design on factor analysis, multidimensional scaling analysis (MDS), and causality between utilitarian and hedonic values that influence the management of the customer experience and its impact on customer satisfaction and customer loyalty by using SEM analysis in retail hypermarket like Carrefour, Hypermart, Giant, and Lotte Mart outlets in Greater Jakarta. In practice, this study used survey by questionnaire to obtain data from research subjects in a relatively short period of time. The unit of analysis used was individual, i.e. hypermarket retail customers in Greater Jakarta. Moreover, time observation was cross-sectional, that the data were taken only once (Sekaran, 2006).

This research used secondary data, obtained from literature and field by collecting data from interview and questionnaire. Mapping Analysis and CEM strategy in retail hypermarket in Jabodetabek needed to perform the following steps. The first is initial data collection of respondents of retail hypermarket customers in the Greater Jakarta; the second, grouping dimension of CEM variable by using factor analysis; the third, mapping the questionnaire results from variable CEM customers using MDS analysis. In this study, ICT components become part of the dimensions of efficiency driven and innovation-driven dimensions which were used also in the concept of customer experience management. The research will show how ICT was used as research tools (SPSS 19, MDS). Data collection questionnaire could be used through direct field collection already written in the questionnaire so that confidential questionnaire results can be justified. Tabulation of data processing was done through the use of MS Excel and data processing analysis of factor analysis using SPSS and Multidimensional scaling (MDS) and Performance Important matrix (PIM) through the application SPSS22.

ICT as a research area included the use of concepts such as e-commerce, mobile advertising, and cloud technology. The concepts of technology and innovation using the concepts related to the area of ICT. Characteristics of the data or the respondent were all hypermarket retail customers during the year 2012/2013 in Jabodetabek, with the provision (inclusive criteria for respondents) as follows: adult (over 18 years), married (family: couples without children, couples with children and no grandchildren, couples with children and grandchildren, single parent), education at the top of SMU (educated/uneducated).

Population taken as sample stratified random sampling in which the selection of sample member elements where the population was broken down into smaller population, called the stratum ask and each stratum must be homogeneous or relatively homogeneous. Each stratum as sample taken at random to make estimation that represents the corresponding stratum (Supranto & Limakrisna, 2012). Each hypermarket retail outlets in Greater Jakarta in total of minimum 30 respondents at each outlet was taken as a rule of thumb like Roscoe in (Sekaran, 2006). Three Hypermarket retail outlets were multiplied by 30 respondents each outlet, and it became 90 respondents for each hypermarket retail customers. So overall, sample size of the respondents was 360 respondents from 4 retail hypermarkets and was multiplied by 90 respondents of Hypermarket retail customers in the Greater Jakarta, consisting of:

Table 1 Sample Location and Number of Respondents

No	Retail Hypermart	Location	Number
1	Carrefour	Lebak Bulus	30
		Permata Hijau	30
		Cibinong	30
2	Giant	Plaza Semanggi	30
		Bumi Serpong Damai, Tangerang	30
		Margo City Depok	30
3	Hypermarket	Mall Pejaten Village	30
		JACC Thamrin Plaza	30
		Pondok Gede Mall Bekasi	30
4	Lotte Mart	Mal Kelapa Gading	30
		Fatmawati	30
		Ratu Plaza	30
	Total		360

Picture data processor with up to mapping CEM variable in MDS in retail hypermarket in Indonesia as well as the analysis of the advantages of each retail hypermarket in Indonesia are as follows: (1) The response of two-dimensional grouping that has been analyzed, new data will be included in the mapping of each retail hypermarket Carrefour, Hypermart, Giant and Lotte Mart into the retail map configuration of hypermarkets in the Greater Jakarta. (2) The results of the mapping can be shown from each retail hypermarket Carrefour, Hypermart, Giant and Lotte Mart are depicted in two-dimensional map in the picture. (3) The results of this mapping can also indicate from each retail outlet hypermarket Carrefour (Lebak Bulus, ITC Permata Hijau, Cibinong Bogor) Hypermart hypermarket retail outlets (Mall Pejaten Village, JACC Thamrin Plaza, Pondok Gede Mall Bekasi), Giant hypermarket retail outlets (Earth Serpong Damai, Plaza Semanggi, Margo City Depok), hypermarket retail outlets Lotte Mart (Mal Kelapa Gading, Fatmawati, Ratu Plaza).

RESULTS AND DISCUSSION

The first is the mapping variable of CEM per retail hypermarkets (Carrefour, Giant, Hypermart, and Lotte Mart).

Derived Stimulus Configuration

Individual differences (weighted) Euclidean distance model
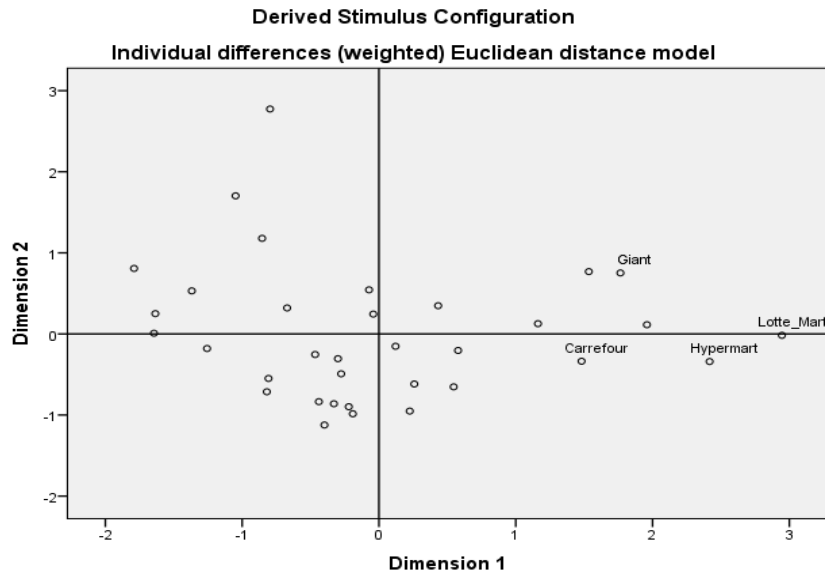

Figure 1 Mapping variable CEM in Retail Hypermarket
Source: Result data processing (2014)

From figure 1, Group 1 (MDS) for the x (positive) and y (positive) is a Giant Group 2 (MDS), for the x (positive) and y (negative) is Carrefour, Hypermart, and Lotte Mart. Retail hypermarket in Jabodetabek from CEM variable that meets the x and y are positive it turns out is the Giant hypermarket retail. While, retail hypermarket Carrefour, Hypermart and Lotte Mart are x (positive) but the y (negative).

Mapping retail hypermarket in Jabodetabek judging from two variables: Customer Experience Management (CEM) with Customer Satisfaction (CS) using the Important Performance Matrix (PIM) of SPSS 22 then seen the map below. For mapping on the basis of the hypermarket retail outlets CEM variables are as follows.

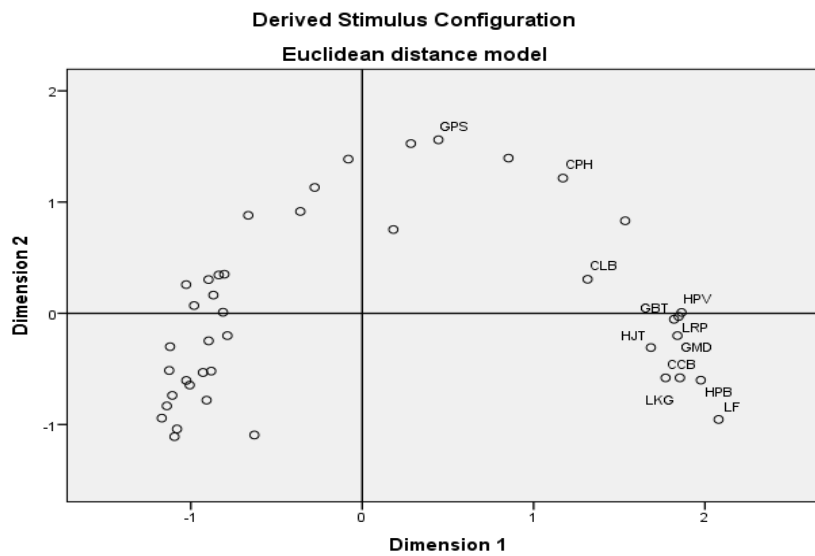**Derived Stimulus Configuration**

Euclidean distance model

Figure 2 Mapping Variable CEM in Outlet Retail Hypermarket
Source: Result data processing (2014)

From Figure 2 can be found to analysis of CEM variable angle Dimensions1 (x) and the second dimension (y) can be described as follows: (1) Dimension 1: getting to the right (positive) number one greater dimension. Looks almost all outlets more in the direction to the right and there is no one on the left (negative). This means that all outlets for y9 indicator (supermarket brand), y15 (recommendation), y17 (product exchange) and y23 (number of people in the store) is good. In this case there are no outlets are included in dimension 1 negative. (2) Dimension 2: getting to the top of figure 2 the greater dimension. There are 4 outlets are located in the upper quadrant (positive) 2 dimensions, namely GPS (Giant Plaza Semanggi), CLB (Carrefour Lebak Bulus), CPH (Carrefour Permata Hijau) and HPV (Hypermart Pejaten Village) which leads to a positive value, which means outlet- this outlet has indicators y1, y6, y9, y12, y13, Y15, y17, y19, y20, y21, y22, y23, y25 and y30 good. While other outlets that CCB (Carrefour Cibinong Bogor), GBT (Giant BSD Tangerang), GMD (Giant Margo city Depok), HPB (Hypermart Pondok Gede Bekasi), HJT (Hypermart JACC Thamrin), LRP (Lotte Mart Ratu Plaza), LKG (Lotte Mart Kelapa Gading), LF (Lotte Mart Fatmawati) have in common in the lower quadrant (negative), which means having the indicator y2 (security of store), y3 (security of parking), y4 (layout), y5 (front of the shop) , y7 (offers), y8 (confidence in retail), y10 (quality of product), y11 (freshness of products), y14 (display of products), y16 (own brand), Y18 (in store design), y24 (new products), Y26 (fast food), Y27 (opening hours), y29 (depth of the assortment) were negative.

Of group 1 (MDS) for CEM variable visible all hypermarket retail outlets located in Jakarta, while the group 2 (MDS) mostly dominated by hypermarket retail outlets located outside Jakarta either from retail Carrefour, Giant and Hypermart. Only Lotte Mart hypermarket retail outlets from Jakarta included in group 2 (MDS). While other outlets that CCB (Carrefour Cibinong Bogor), GBT (Giant BSD Tangerang), GMD (Giant Margo city Depok), HPB (Hypermart Pondok Gede Bekasi), HJT (Hypermart JACC Thamrin), LRP (Lotte Mart Ratu Plaza), LKG (Lotte Mart Kelapa Gading), LF (Lotte Mart Fatmawati) have in common in the lower quadrant (negative).

From the 12 studied hypermarket retail outlets, after the analysis using a Multi Dimension Scaling (MDS), it can be grouped into two groups consisting of the results of MDS each retail hypermarket and hypermarket retail outlets: (1) Mapping results of MDS each retail hypermarket. From the results of MDS mapping CEM variable per retail hypermarket retail hypermarket seen no one who is in the first quadrant in which the dimensions 1 and 2 positive namely Giant hypermarket retail. And there are three retail hypermarket located in quadrant 2 wherein the dimensions of 1 positive and 2 negative dimension namely retail Carrefour, Hypermart and Lotte Mart. (2) Mapping results of MDS each hypermarket retail outlets. From the results of MDS mapping CEM variable per hypermarket retail outlets can be divided into two groups where: Group 1 are GPS (Giant Plaza Semanggi), CLB (Carrefour Lebak Bulus), CPH (Carrefour Permata Hijau) and HPV (Hypermart Pejaten Village) which leads to a positive value. While other outlets in group 2 are CCB (Carrefour Cibinong Bogor), GBT (Giant BSD Tangerang), GMD (Giant Margo city Depok), HPB (Hypermart Pondok Gede Bekasi), HJT (Hypermart JACC Thamrin), LRP (Lotte Mart Ratu Plaza), LKG (Lotte Mart Kelapa Gading), LF (Lotte Mart Fatmawati) have in common in the lower quadrant (negative).

Customer Experience Management strategies for each retail hypermarket are as follows. There are two outlets of Carrefour in grouping mapping (MDS) CEM variable Carrefour outlets and they are included in quadrant one and Group 1 MDS where the x and y is positive. Only one outlet included in quadrant two or Group 2 where the x is positive and the y is negative. For mapping with MDS per retailer, Carrefour enters in group 2 where the x is positive but y is negative and this has been mentioned before in which Carrefour retail outlets are included in quadrant two Carrefour only Cibinong Bogor. Since the very low value of Carrefour Cibinong, it allows influence on MDS mapping per retail so retailers Carrefour enters in Group 2. The fact of customer feedback ever shopped at four retail hypermarket retailer Carrefour has demonstrated the highest response.

Giant when it is mapped in (MDS) CEM variable per retail, it is included in Group 1 where the x and y are positive. In the MDS mapping CEM variable per outlet 1, Giant outlet is in the first quadrant where the x and y are positive. Two outlets Giant that included in quadrant two the x is positive and the y-axis is negative. It has also been described previously in which the two outlets of Giant included in quadrant 2, they are located on the outlet of Giant Margo city Depok, Giant BSD Tangerang.

Hypermart that is mapped in CEM MDS variables per retail is included in quadrant two or Group 1 (MDS) in which the x is positive and y is negative. In the MDS map per outlet 1, Hypermart outlets are included in the first quadrant where the x and y are positive. And 2 Hypermart outlets are included in the second quadrant where the x is positive and the y is negative.

Lotte Mart that is mapped in MDS per retail included in quadrant two or Group 1 where the x is positive and y is negative. In the MDS map per outlet, 3 outlets Lotte Mart enters in the second quadrant where the x is positive and the y is negative. It can be seen the retail hypermarket Lotte Mart cannot compete with third hypermarket retail competitors. This is to answer of Research Problems and Research Questions.

CONCLUSION

This study cannot be separated from various limitations, which the limitation in this study is a recommendation for further research. The limitations of this study are: (1) Research constructs that is used in this study, especially in variable Utilitarian Shopping Value and Hedonic Shopping Value to Customer Experience Management Customer Satisfaction or against, can be replaced with other variables that might be able to measure the effect of a more appropriate for Customer Experience Management strategy. (2) Research content can be developed not only in retail hypermarket but in retail supermarkets or minimarket like Indomaret, Alfamart, etc. The competition is the trend in today's society. (3) The study design is cross-sectional, so hypermarket retail customers behavior change from time to time and it is not able to be explained. (4) The sample in this study is only taken on the location of Jabodetabek, whereas if it is taken from small towns across Indonesia, the likely result will be different.

The benefits of research that states that this research useful like a management company (practical) and for science (theoretical) the suggestions presented are as follows. For retail hypermarket Carrefour needs to pay attention to the preparation of the layout of retail space to be fixed, retail entrances should be improved so as to facilitate the customers entering the retail. Advertisement needs to be improved both in particular mouth-to-mouth promotion, providing convenience for customers so that customers feel confident what retail is given in accordance with the cool customer from employee retail services that can help customers to be able to find items sought or needed. How to put stuff so easily found by customers, the retailer makes it easy for customers to purchase items needed, the design (color, shape) are interesting in retail hypermarkets. Retail provides good air scent, good music, good lighting and a pleasant environment, presence and readiness officer serving customers. Either retail, retailers should provide playground facilities for children, should retail space in a fairly wide so it does not look crammed into shopping. Retailers provide new goods, give clear signs so that customers easily find the items needed, should provide a fast food outlets, should give time long (longer hours) to customers, so the customers can shop without being chased by hypermarket retail closing time. Provide a number of variations goods retailers and brand variations of similar goods that much so that customers can freely choose the items that really needed. Retailers can meet the latest expectations of customers shopping in the retail hypermarket by fixing the above items that is expected to increase customer satisfaction and customer loyalty.

Giant hypermarket retail has a positive value on the x and y and has the advantage of variable customer experience management in solving problems of the retail hypermarket good. It is recommended by others as a good hypermarket and it has a famous brand. While for retail Hypermart needs to pay attention to the preparation of the layout of retail space to be fixed, retail entrances should be improved so as to facilitate the customers entering the retail. Advertisement needs to be improved both in particular mouth-to-mouth promotion, providing convenience for customers so that customers feel confident what retail is given in accordance with the cool customer from employee retail services that can help customers to be able to find items sought or needed. How to put stuff so easily found by customers, the retailer makes it easy for customers to purchase items needed, the design (color, shape) are interesting in retail hypermarkets. Retail provides good air scent, good music, good lighting and a pleasant environment, presence and readiness officer serving customers. Either retail, retailers should provide playground facilities for children, should retail space in a fairly wide so it does not look crammed into shopping. Retailers provide new goods, give clear signs so that customers easily find the items needed, should provide a fast food outlets, should give time long (longer hours) to customers, so the customers can shop without being chased by hypermarket retail closing time. Provide a number of variations goods retailers and brand variations of similar goods that much so that customers can freely choose the items that really needed. Retailers can meet the latest expectations of customers shopping in the retail hypermarket by fixing the above items that is expected to increase customer satisfaction and customer loyalty.

For the retail hypermarket Lotte Mart needs to pay attention to the preparation of the layout of retail space to be fixed, retail entrances should be improved so as to facilitate the customers entering the retail. Advertisement needs to be improved both in particular mouth-to-mouth promotion, providing convenience for customers so that customers feel confident what retail is given in accordance with the cool customer from employee retail services that can help customers to be able to find items sought or needed. How to put stuff so easily found by customers, the retailer makes it easy for customers to purchase items needed, the design (color, shape) are interesting in retail hypermarkets. Retail provides good air scent, good music, good lighting and a pleasant environment, presence and readiness officer serving customers. Either retail, retailers should provide playground facilities for children, should retail space in a fairly wide so it does not look crammed into shopping. Retailers provide new goods, give clear signs so that customers easily find the items needed, should provide a fast food outlets, should give time long (longer hours) to customers, so the customers can shop without being chased by hypermarket retail closing time. Provide a number of variations goods retailers and brand variations of similar goods that much so that customers can freely choose the items that really needed. Retailers can meet the latest expectations of customers shopping in the retail hypermarket by fixing the above items that is expected to increase customer satisfaction and customer loyalty.

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